Published by
Cinmar Corporation
24601 Raymond Way
El Toro, CA 92630

COMPUTER MALL NEWS

Business Hours:
M–F: 10:00 a.m.–7:30 p.m.
Sat: 10:00 a.m.–6:00 p.m.
Sun: 12:00–4:00 p.m.

Volume 1, Number 2

January 1981

APPLE III HAS ARRIVED

The long-awaited Apple III Information Analyst has arrived. With the new year, Apple Computer, Inc., has introduced a new system that has some exciting features.

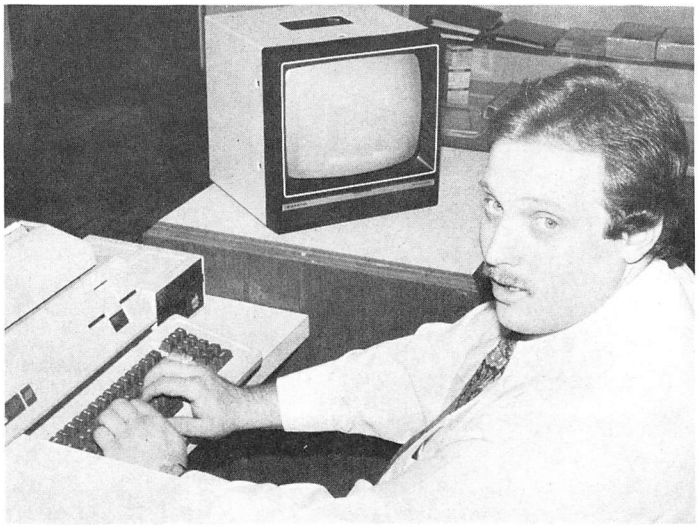
"The Apple III has some capabilities that are not present and cannot be made present in the Apple II, like up to 128K bytes of memory," said Sandy Schupper, Computer Mall Vice President. "In addition, many of the features that were optional in Apple II are now standard equipment with the Apple III, such as the built-in printer interface, the built-in clock/calendar and the 80-column display."

The new Apple III offers up to 128K bytes of memory. A built-in diskette drive has been added for greater user efficiency and simple, cost-effective system expansion.

To increase the speed of numerical entry, a built-in calculator-style, numeric key pad has been added to the typewriter style keyboard.

Entered data appears on the Apple III's 12" high-resolution video monitor with 80 column — standard equipment. An 80-character, upper/lower case display gives the user an accurate picture of what the reports will look like when printed.

An advanced word processing function has been added to allow the user to professionally prepare letters, reports, and other documents.



The new Apple III is now on display in the Computerland showroom. Anyone interested in finding out more about it is invited to stop by the Computer Mall for a demonstration.

Customers are invited to experiment with demonstration models at Computerland in the Computer Mall.™

Computerland's Service Captures New Customer

"Help!" came the call, and Computerland quickly responded by giving a no-charge loaner to a desperate company which had purchased its Apple from another dealer and couldn't get the service it needed in a crisis.

Sparta Systems, Inc., a defense research firm in Mission Viejo, bought its Apple II from a Westminster dealer last July, according to Debbie Koning-Ball, an engineer/analyst. Later, she said, post-sale service and support was virtually non-existent. Her frantic phone calls for service were never returned.

Thus, when their system went down last month, Sparta was in a bind. Because they had heard about the recent opening of the new Computer Mall, Koning-Ball decided to give them a call.

"I was helped immediately," she said. "We were really impressed by such an excellent response and after that, we decided to do business with them on a permanent basis."

The service department at the Computer Mall went to work on their system right away and let Koning-Ball come in to do her programming work right there.

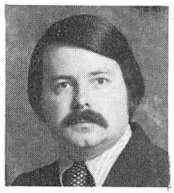
Computerland's policy is to give a free loaner while servicing any system bought at the Computer Mall, according to Sandy Schupper, Vice President of Sales and Marketing.

"However, exceptions can be made when the situation warrants it, and we could see that Sparta was really in trouble and needed our help," Schupper added. "On that basis, we didn't hesitate."

Koning-Ball says she's an enthusiastic fan of the Computer Mall because of their sensitivity to customer needs. "Being able to use a loaner when we didn't buy our system there was really neat," she said.

Koning-Ball said that Sparta now buys all of its supplies at the Computer Mall, including floppy disks, paper and other general supplies, and will be talking to Computerland about upgrading its system in the near future.

LET'S TALK COMPUTERESE



By
Ray Baggarley, Jr.
President

"Database Management"

Definition of a database manager — A piece of software which is not quite a disk operating system yet it is not quite a piece of application software — something that can be moulded to conform for specific inputs and specific outputs as desired by the user. Disk I/O and I/O to printers and CRT's is used via the disk operating system. File structure methods via the database manager can only be done the same way as the disk operating has the capability of performing.

Database managers, such as TOTAL, by Cincom Systems, have been around a long time on large mainframes but have only been on micro-computers for about a year-and-a-half. The database manager as described in the definition is something of a middleman between the user and the disk operating system and can be a very useful tool for non-computer oriented people in setting up databases, which can then be accessed by them very quickly, get reports generated promptly and be up and running on their computer in a very short period of time.

As an example, consider a personnel agency which has problems relating to the filing of information. If you file it under name, occupation, etc., how do you retrieve this data? Presently in a manual system, it might be done via a set of parameters and filed under general occupation. Engineers might be sub-categorized by type of engineer (civil, mechanical, petroleum, etc.). In a database manager, the input screen is defined with all the fields about the individual, such as name, age, occupation, years of occupation, present salary range, willingness to relocate — things of that nature — and then all of the applicants or resumes, etc., are placed onto the computer system. When a request for a particular type of occupation with "number of years in the business," etc., is given as parameters, the database manager then finds those people who fit those parameters or qualifications (in this case), then presents them back to the user on the screen (or on the printer, whichever the user selects).

Therefore, the database manager is designed to set up a data file and present information in one sequence and retrieve that same information in different sequences under different sorts of param-

(Continued on page 3)

Cinder Is Back!

A shaken Cinder is back at the Computer Mall after having disappeared without notice several weeks ago.

The feathered mascot of the Computer Mall claimed he had become inebriated from a sack of fermented birdseed, causing him to lead a prodigal existence for weeks in the skies above Hollywood. There, he said he was led astray by a flock of wild starlings. Cinder told of reckless, extravagant parties with the mascots of the Atlanta Falcons, St. Louis Cardinals, and the Seattle Seahawks.

In a constantly lubricated condition, Cinder flew aimlessly through the smog until a single shotgun blast brought him down to earth.

Cinder had unknowingly flown over the area where the Computer Mall's trap and skeet club was practicing. Club leader and Computer Mall Vice-President Sandy Schupper had mistakenly shot Cinder.

Lying on the ground with his tail feathers perforated, Cinder looked up to to see Schupper standing above him, dressed in khaki shorts and a safari hat, wearing an expression of apologetic remorse. Fortunately for Cinder, Schupper's aim was off. Schupper received no points for the shot.

A joyous Computer Mall celebrated the return of Cinder. Cinder was warmly welcomed back by President Ray Baggarley, Jr., who proclaimed, "Break out the finest birdseed, my bird has returned."

The Computer Mall wishes to thank all readers who expressed concern for Cinder after the story of his disappearance appeared in last month's issue. All visitors are asked to refrain from using the word "Pull!" near Cinder's cage.

Computerland Introduces New Epson MX-80 Dot Matrix Printer

Computerland is proud to announce the addition of the advanced Epson MX-80, 80-column dot matrix printer to their showroom floor.

The result of three years of intensive research and development, the MX-80 features numerous cost/performance breakthroughs, including the world's first *disposable* print head. After it has reached its life expectancy — conservatively rated at 50 million characters — the user can just snap it out and throw it away. A replacement costs less than $30 and can be installed simply, with just one hand.

The MX-80 prints the full 96-character ASCII set, as well as 64 graphic characters and eight international characters in a tack-sharp 9×9 matrix. It prints bi-directionally at 80 CPS, with a logical seeking function to minimize print head travel time and maximize throughput. The MX-80 offers a user-defined choice of 40, 66, 80, or 132 columns in standard, compressed, emphasized and double-width characters.

The entire unit, including the two stepper motors controlling carriage and paper feeding functions, is precisely controlled by an internal microprocessor. Stop by Computerland and see it in action.

CUSTOMER OF THE MONTH

Laguna Beach Firm Uses 5 Apples

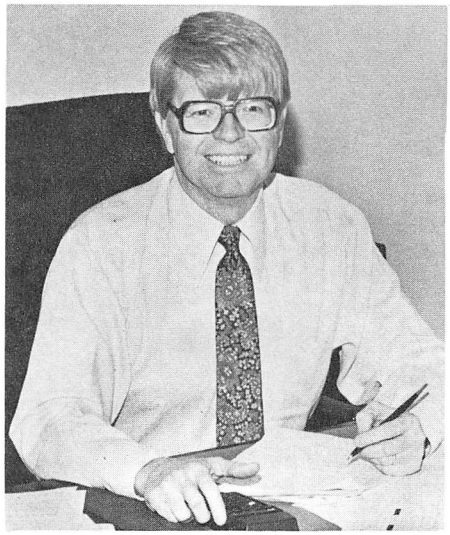
There's nothing unusual about a computer commuting to work. At least not at Telonic Berkeley in Laguna Beach.

Telonic Berkeley, an electronic component manufacturer, uses not just one, but *five* Apple IIs in their operation. Four of these are privately owned and are transported to and from work by employees, allowing them to get work done both at home and on the job, according to Scott Porter, President of the Component Division.

"It adds flexibility to the employees' work schedule, allowing them to work at their own pace and at variable locations," Porter said. "This eliminates the hassle of everyone trying to schedule time and interface on one big computer."

Porter takes one of the Apples home on weekends to do management planning. "The ability to store and retrieve historical operating results greatly simplifies the budgeting task," Porter said. He added it also provides greater capability in establishing operating trends and forecasting operating performance.

Three of the five Apples were purchased at the Computer Mall. Porter said he recommended the Computer Mall because of the service, the training assistance, and the flexible upgrading policy. The convenient location of the Computer Mall was also a consideration, Porter added.



Scott Porter

At Telonic Berkeley, the Apples are used in three main areas of business: engineering, management and production.

In engineering, the Apples optimize the system by doing *both* design and analysis. Previously, these functions were either calculated manually or through a costly $1,000-a-month timesharing service. Through the timesharing service, the two functions were not interactive, Porter said.

Porter explained that the design and the analysis is conducted to tell a prospective customer whether a particular component will perform to their specific requirements and what the cost of the component will be.

Now that both the analysis and design functions have been "married" by the Apple, time and money can be saved, plus a better job can be done for the customer, according to Porter.

Because of this increased efficiency, the company can now economically respond to every inquiry. The manual calculations that previously took about eight hours can now be completed in under a half-hour on the Apple, according to Porter.

This ability to do mathematical summary functions quickly has given the Apple a multi-discipline use.

In production, the Apple gives a projection of profitability on all product lines, based on material and labor costs. It gives backlog information, manpower loading, job status, manufacturing performance, and tracks production flow.

Porter sees an expanded role for the Apple in the near future. The Apples will become more involved in the marketing aspect and eventually they may all be linked so they can "talk" to each other.

Whether or not these "commuting" Apples will get coffee breaks still hasn't been determined.

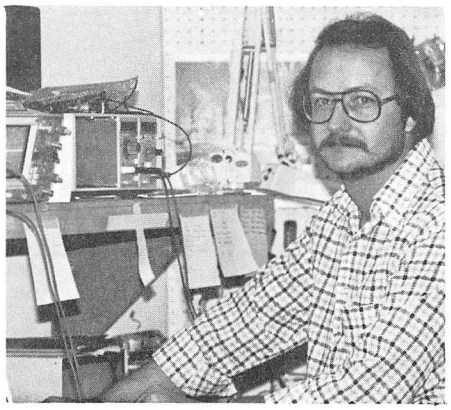
Computer Mall Policy Makes Downtime Obsolete

As fantastic a performer as the computer is, it doesn't accomplish a thing when it's not working. But "downtime" has become an obsolete concern for many Computer Mall customers because of the unique support and service policy in effect there.

The policy is to give a free loaner to any customer who purchased their system at the Computer Mall and whose computer is being serviced there. Although this generally applies to systems bought at Computer Mall, exceptions have been made for customers who purchase their software, peripherals or supplies at the Computer Mall.

The service department stocks a large inventory of replacement parts for most mini and micro computers, with the capability of servicing down to the chip level, according to service engineer Don Etter.

Etter, who has a degree in computer science, said that in most instances the customer can expect same-day service.



Don Etter

"This is a highly competitive business, and the quality of service a customer receives can make all the difference," Etter said. "We have tried to make ours the best that can be found anywhere."

New Users Column Upcoming

Computer users and other Computer Mall customers are asked to send in helpful hints and ideas on the applications and operations of their computer systems. These will be edited and compiled as a new newsletter column entitled "Users Speak Out," which we will begin running next month.

So let's have those new and interesting things that you've been able to accomplish with your electronic machine, and we'll be happy to credit the source of our information. Give it a try; it's fun to see your name in print.

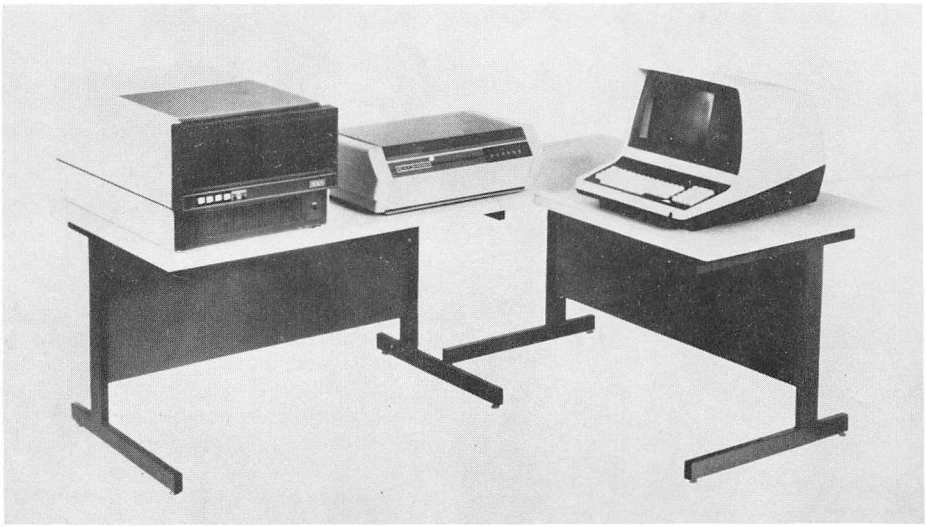
LET'S TALK COMPUTERESE

(Continued from page 2)

eters or different criteria for selection. This can be placed either on the screen or on a printer in different columns, which can be added together for how many widgets are on file and then totalled up on the print-out. *(To be continued next month.)*

(Next month, I'll discuss different database managers that run on an Appie II computer and the options and capabilities they offer.)

FBN Business Systems Unveils Rexon RX15



FBN Business Systems, located in the Computer Mall, recently introduced the Rexon RX15 Sprinter, a new, powerful, low-cost, desk-top computer system with word processing capabilities.

Dr. Ben C. Wang, Rexon President, who attended the Computer Mall grand opening in October, said recently, "The Sprinter is a multi-tasking, multi-terminal hard disc based system offering substantially greater storage capacity, convenience, versatility and upward expansion capability, both from a standpoint of hardware and software. In addition, the system offers simultaneous data processing capabilities."

The RX15 Sprinter is based on the advanced Intel 8086 16-bit microprocessor with 64K RAM. The system incorporated a 10 megabyte cartridge hard-disc drive. Five megabytes of storage are fixed and five are removable.

The system is multi-tasking and multi-terminal. It utilizes Rexon's RECAP software for quick response operations with the capability of having different programs, up to four terminals, and two printers, all operating simultaneously.

The RX15 Sprinter is offered as a turn-key system with seven fully integrated business application software packages that are field-proven and ready to install. The seven interactive programs consist of: accounts receivable with billing and sales analysis, accounts payable, general ledger, job cost, inventory, order processing and payroll. IDOL is a standard feature of the RX15 and acts as a report generator to the application software.

For users who need customized software, IDOL reduces program development time up to 70 percent.

The RX15 includes the Compu-Word™ word processing option, which offers global search and replace, paragraph assembly, proportional spacing and right-hand justification. In addition, it has the automatic letter generator which can interact with any data file.

"We believe that hard disc-based systems offer numerous benefits over competing floppy disc-based systems," Wang said about the Rexon RX15.

Wang stressed two other important benefits of the Rexon RX15. First, with the hard disc, the interaction of software is automatic for such applications as updating, posting and closing. Second, the user has upward hardware and software compatibility. The user can grow with his present system.

Based in Culver City, California, Rexon Business Machines Corporation's MTS series — the RX15, RX20, and RX30 — provides levels of performance, reliability, and ease of maintenance not offered by other small business systems.

POTPOURRI

Now is the time for you sharpshooters to earn some recognition for your skills by joining the trap and skeet club now being formed at the Computer Mall. Would-be marksmen should drop by and see Sandy Schupper or phone him for particulars at (714) 770-0131.

* * *

If you'd like to receive this monthly newsletter on a regular basis, we'd be more than happy to add you to our mailing list. Simply contact the Computer Mall at the above number and give name and address.

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